

Minerals"; "Is Health Your Most Treasured Asset?"; reprints of a Reader's Digest article entitled "How To Prolong The Prime of Life"; reprints of a Pageant magazine article entitled "Vitamins Can Help You Live Longer"; and sales manuals entitled "Oro-Vita * * * Food Supplement."

RESULTS OF INVESTIGATION: The article was repacked into cases, packages, and envelopes by "N" Products Co., Salt Lake City, Utah, for Oro-Vita Corp., from the bulk containers shipped as described above.

LIBELED: 3-24-60, Dist. Utah.

CHARGE: 502(a)—while held for sale, the labeling which accompanied the article contained false and misleading representations that the article was adequate and effective for the treatment and prevention of tired, sluggish, depressed conditions, nervousness, fatigue, irritability, low vitality, stunted growth, soft bones, malformed teeth which decay easily, fragile bones in old people, senility, premature aging, neuritis, senile dementia, rheumy, inflamed eyes, chronic sickness, digestive, nervous and mental ailments, damage to the liver, coronary heart attacks, strokes, diseases of the kidneys, cirrhosis of the liver, high blood pressure, normal heart action, premature wrinkles, intelligence loss, migraine headaches, digestive disorders, obesity, diabetes, cancer, leukemia, nervous disorders, memory defects, severe agitation, infection, pernicious anemia, bleeding; and that the article would keep the blood neutral, assist in blood coagulation, develop and maintain health, happiness, and vigor, assure sufficient energy, prolong the prime of life, boost growth and productive vitality, help one live longer, increase the intelligence quotient, prolong female fertility, aid vision, help teeth form, delay senility, fight disease, aid in healing wounds, keep teeth healthy, and produce healthy blood; and that vitamin E was indisputably important to the heart, nerves, and fertility.

The libel alleged also that the article was misbranded under the provisions of the law applicable to foods as reported in notices of judgment on foods.

DISPOSITION: 5-20-60. Consent—claimed by Oro-Vita Corp., Salt Lake City, Utah, and Neoco Corp., Los Angeles, Calif., and released under bond for re-labeling and salvaging in compliance with the law. The mineral tablets were subsequently destroyed; the vitamin tablets were reground; and the ground material was packed into drums and labeled.

6500. Vibra Slim device. (F.D.C. No. 41798. S. No. 26-553 P.)

QUANTITY: 56 devices at Minneapolis, Minn.

SHIPPED: 5-13-58, from New York, N.Y., by Modern Aids, Inc.

LABEL IN PART: "Vibra Slim Modern Aids Inc., N.Y."

ACCOMPANYING LABELING: Leaflet entitled "VIBRA SLIM APPETITE SATIENTS FOR CALORIE CONTROL," and newspaper tear sheets entitled "DONALDSON'S SHOWS YOU HOW TO SPOT REDUCE."

RESULTS OF INVESTIGATION: The device was a vinyl covered, cushioned, contoured box, containing an electric motor providing vibration. The newspaper tear sheets were used by the dealer as display placards in the immediate area of the display stock of the device. The shipper of the device had furnished the mat from which the newspaper tear sheets had been prepared.

LIBELED: 6-9-58, Dist. Minn.; removed to Dist. N.J., 9-8-58.

CHARGE: 502(a)—when shipped and while held for sale, the labeling contained false and misleading representations that the article was adequate and effective for trimming and firming bulges; removing excess flabbiness on thighs,

hips, waist, calves, and other parts of the body; stimulating blood circulation; promoting good body condition; removing worry tension; promoting pep, vigor, and energy; melting away nervous tensions and fatigue symptoms by its drugless "tranquillizer" action; spot reducing fatty deposits without starvation diets; relieving rheumatic-like symptoms; and correcting the cause of "fatty problem spots."

DISPOSITION: 11-30-60. Consent—destruction.

INDEX TO NOTICES OF JUDGMENT D.D.N.J. NOS. 6481 TO 6500

PRODUCTS

	N.J. No.		N.J. No.
Amphetamine sulfate tablets-----	6483	Pituitary, posterior, injection---	6490
Brand Nu-----	6498	Posterior pituitary injection----	6490
Brewer's yeast powder-----	6492	Procaine penicillin G in strepto-	
tablets-----	6492	mycin sulfate in aqueous	
Chlorothiazide tablets-----	6482	suspension -----	6488
Cold tablets with vitamin C-----	6496	Prophylactics, rubber-----	6491
Delfetamine Stedytabs-----	6481	Reducing device-----	6500
Delfeta-Sed Stedytabs-----	6481	Safflower seed oil-----	6492
Devices -----	6491, 6500	Sinusitis, remedy for-----	6497
Diuril tablets (imitation)-----	6482	Sodium para-aminosalicylic acid	
Douche powder-----	6486	tablets -----	6489
Fresca powder-----	6486	Soy oil-----	6492
Geriatric Formula food supple-		Spray-O-Med medicated vapor--	6497
ment -----	6485	Sunflower seeds-----	6492
Multi-Vitamins-Mineral cap-		Super Potency multivitamin and	
sules -----	6496	mineral tablets-----	6492
Hay fever, remedy for-----	6497	Theragran Junior Squibb Vita-	
Honegar ----- ¹	6484	min capsules-----	6493
Hydrochlorothiazide tablets-----	6482	Liquid Vitamins-----	6493
Hydrodiuril tablets (imitation)-	6482	M Squibb Vitamin-Mineral tab-	
Junior Multi-Vitamins-Mineral		lets -----	6493
capsules -----	6496	Squibb Therapeutic Formula	
Liverall tablets-----	6492	Vitamin capsules-----	6493
Meproamate tablets-----	6482	V-Complete multivitamin and	
Miltown tablets (imitation)----	6482	mineral tablets-----	6492
Novogran Squibb Stress Formula		Vibra Slim device-----	6500
Water Soluble Vitamin cap-		Vigran Multi-Vitamin capsules--	6493
sules -----	6493	M Vitamin-Mineral tablets---	6493
Omin Plus iron phosphate tab-		Vitamin preparations-----	6492,
lets -----	6494		6493, 6495, 6496
Oro-Vita food supplement-----	6499	Wheat germ cereal-----	6492
Penicillin G, procaine, in strep-		Yeast, brewer's, powder-----	6492
tomycin sulfate in aqueous		tablets-----	6492
suspension -----	6488	flaked -----	6492
Phenobarbital tablets-----	6483		

¹ (6484) Contains opinion of the court.